ORDER

Orders Order / Rev: 201616 Alt Order #: 06844812 9/18-9/24 PRIORITIES USA Product Desc: 1561 Estimate: 09/18/12 - 09/24/12 Petry Philadelphia Flight Dates: Primary AE: Original Date / Rev: 08/27/12 / 09/18/12 Sales Office: P-PHI REG Order Type: Sales Region: Nat **Mundy Katowitz Media** Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1322 G Street, Southeast Billing Cycle: EOM/EOC Washington, DC 20003 Agency Commission: 15% Advertiser Name: **POL/Priorities USA Action** A35+ New Business Thru: Demographic: **Product Codes:** PL2 Order Separation: 00:15:00 Priority: P2 Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	31	\$18,950.00	\$16,107.50

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	31	\$18,950.00	\$16,107.50	0.00
Totals	31	\$18,950,00	\$16,107,50	0.00

IN7584/SP7302

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

AGY, POL, POL-ISS

Order Share	Share	Total
WAVY	33%	\$18,950.00
Market	100%	\$57,424.24

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	6%	\$3,445.45
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	23%	\$13,207.58
WTVZ	4%	\$2,296.97
WVBT	8%	\$4,593.94
WVEC	26%	\$14.930.30

Ln	Ch	Start	End	Inventory Code	e Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 1	WAVY	09/18/12	09/18/12	WAVY News @	Sunrise CM	5a-6a	- T	:30	1	\$700.00 P1	0.00 NM	1	\$700.00
				WAVY News @	Sunrise								
	EARLY.	AM NEWS	3										
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	/eek: 09/	17/12	09/23/12	- T	1	\$700.00	0.00						
E 2	WAVY	09/24/12	09/24/12	WAVY News @	Sunrise CM	5a-6a	М	:30	1	\$700.00 P1	0.00 NM	1	\$700.00
				WAVY News @	Sunrise								

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Order / Rev: 201616 Advertiser: POL/Priorities USA Action

Alt Order #: 06844812 Product Desc: 9/18-9/24 PRIORITIES USA WAVY

Flight Dates: 09/18/12 - 09/24/12 Estimate: 1561

Ln Ch Start End EARLY AM NEWS	Inventory Code Break	Start/End	Time Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
Start Date Week: 09/24/12	Weekdays Spots/Week	Rate \$700.00	Rating 0.00					
E 3 WAVY 09/21/12 09/21/12	WAVY 6AM News CM WAVY 6AM News	6a-7a	F	:30	1 \$2,000.00 P1	0.00 NM	1	\$2,000.00
AM NEWS Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/17/12 09/23/12	F 1	Ψ=,000.00	0.00	-20	4	0.00 NIM		# 0.000.00
E 4 WAVY 09/18/12 09/18/12 TODAY SHOW	Today Show M-F CM Today Show M-F	7a-9a	- T	:30	1 \$2,000.00 P1	0.00 NM	1	\$2,000.00
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	Weekdays Spots/Week		Rating 0.00					
E 5 WAVY 09/24/12 09/24/12	Today Show M-F CM Today Show M-F	7a-9a	M	:30	1 \$2,000.00 P1	0.00 NM	1	\$2,000.00
TODAY SHOW	Maakdaya Caata/Maak	Doto	Dating				1	
Start Date End Date Week: 09/24/12 09/30/12	Weekdays Spots/Week		Rating 0.00				İ	
E 6 WAVY 09/18/12 09/18/12	Today Show 2 CM Today Show 2	9a-10a	- T	:30	1 \$500.00 P1	0.00 NM	1	\$500.00
TODAY SHOW 2 Start Date End Date	Weekdays Spots/Week	Rate	Rating				i	
Week: 09/17/12 09/23/12	-T 1	\$500.00	0.00				İ	
E 7 WAVY 09/21/12 09/21/12	Today Show 2 CM Today Show 2	9a-10a	F	:30	1 \$500.00 P1	0.00 NM	1	\$500.00
TODAY SHOW 2 Start Date End Date	Weekdays Spots/Week	Rate	Rating				i	
Week: 09/17/12 09/23/12	F 1		0.00				İ	
E 8 WAVY 09/19/12 09/19/12	Today Show 3 CM Today Show 3	10a-11a	W	:30	1 \$400.00 P1	0.00 NM	1	\$400.00
TODAY SHOW 3 Start Date End Date	Weekdays Spots/Week	Rate	Rating				l	
Week: 09/17/12 09/23/12	W 1		0.00				İ	
E 9 WAVY 09/18/12 09/18/12	Hampton Roads Show CM Hampton Roads Show	11a-12p	- T	:30	1 \$200.00 P2	0.00 NM	1	\$200.00
HAMPTON ROADS SHOW Start Date End Date	Weekdays Spots/Week	Rate	Rating				i	
Week: 09/17/12 09/23/12	- T 1		0.00				İ	
E10 WAVY 09/20/12 09/20/12	Hampton Roads Show CM Hampton Roads Show	11a-12p	T	:30	1 \$200.00 P2	0.00 NM	1	\$200.00
HAMPTON ROADS SHOW Start Date End Date	Weekdays Spots/Week	Rate	Rating				i	
Week: 09/17/12 09/23/12	T 1	\$200.00	0.00				İ	
E 11 WAVY 09/20/12 09/20/12	WAVY News 10 @ NoorCM News 10 @ Noon	12p-1p	T	:30	1 \$300.00 P1	0.00 NM	1	\$300.00
NOON NEWS Start Date End Date	Weekdays Spots/Week	Rate	Rating				i	
Week: 09/17/12 09/23/12	T 1	\$300.00	0.00				İ	
E 12 WAVY 09/24/12 09/24/12	WAVY News 10 @ NoorCM News 10 @ Noon	12p-1p	M	:30	1 \$300.00 P1	0.00 NM	1	\$300.00
NOON NEWS Start Date End Date	Weekdays Spots/Week	Rate	Rating				i	
Week: 09/24/12 09/30/12	M 1		0.00				İ	
E13 WAVY 09/18/12 09/18/12	Days of Our Lives CM Days of Our Lives	1p-2p	- T	:30	1 \$350.00 P2	0.00 NM	1	\$350.00
DAYS OF OUR LIVES Start Date End Date	Weekdays Spots/Week	Rate	Rating				1	
Start Date End Date Week: 09/17/12 09/23/12	Weekdays Spots/Week	\$350.00	0.00					
E14 WAVY 09/21/12 09/21/12	•	1p-2p	F	:30	1 \$350.00 P2	0.00 NM	1	\$350.00
DAYS OF OUR LIVES	Days of Our Lives						i	

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Order / Rev: 201616 Advertiser: POL/Priorities USA Action

Alt Order #: 06844812 Product Desc: 9/18-9/24 PRIORITIES USA WAVY

Flight Dates: 09/18/12 - 09/24/12 Estimate: 1561

Ln Ch Start End	Inventory Code Break	Start/End Ti	me Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
E 14 WAVY 09/21/12 09/21/12	Days of Our Lives CM Days of Our Lives	1p-2p	F	:30	1 \$350.00 P2	0.00 NM	1	\$350.00
DAYS OF OUR LIVES	Days of Our Lives							
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 09/17/12 09/23/12 E 15 WAVY 09/19/12 09/19/12		\$350.00 2-3p	0.00 W	:30	1 \$200.00 P2	0.00 NM	1	\$200.00
L 13 WAV 1 03/13/12 03/13/12	The Doctors	2-3ρ	,,	.50	1 ψ200.0012	0.00 14101	l '	Ψ200.00
THE DOCTORS								
Start Date End Date Week: 09/17/12 09/23/12	Weekdays Spots/Week	Rate \$200.00	Rating 0.00				l	
E 16 WAVY 09/24/12 09/24/12	· · ·	2-3p	M	:30	1 \$200.00 P2	0.00 NM	1	\$200.00
	The Doctors	-1			,			,
THE DOCTORS	Maralalana - Onata Misala	Data	Detter					
Start Date End Date Week: 09/24/12 09/30/12	Weekdays Spots/Week M 1	Rate \$200.00	Rating 0.00				l	
E 17 WAVY 09/21/12 09/21/12	M-F 4-5p CM	4p-5p	F	:30	1 \$450.00 P2	0.00 NM	1	\$450.00
ANDEDOON COOPED	M-F 4-5p							
ANDERSON COOPER Start Date End Date	Weekdays Spots/Week	Rate	Rating				l	
Week: 09/17/12 09/23/12	F 1	\$450.00	0.00				İ	
E 18 WAVY 09/19/12 09/19/12	•	6p-630p	W	:30	1 \$2,000.00 P1	0.00 NM	1	\$2,000.00
6PM NEWS	News 10 @6p							
Start Date End Date	Weekdays Spots/Week	Rate	Rating				i	
Week: 09/17/12 09/23/12	W 1	· . —	0.00					
E 19 WAVY 09/19/12 09/19/12	,	1134p-1237a	W	:30	1 \$500.00 P1	0.00 NM	1	\$500.00
THE TONIGHT SHOW	Tonight Show w/Leno							
Start Date End Date	Weekdays Spots/Week	Rate	Rating				İ	
Week: 09/17/12 09/23/12	W 1	\$500.00	0.00					
E 20 WAVY 09/24/12 09/24/12	Tonight Show/Jay Leno CM Tonight Show w/Leno	1134p-1237a	M	:30	1 \$500.00 P1	0.00 NM	1	\$500.00
THE TONIGHT SHOW	Tonight Show W/Leno							
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 09/24/12 09/30/12	M 1	\$500.00	0.00 F	.20	4	0.00 NIM		#450.00
E 21 WAVY 09/21/12 09/21/12	Late Night/Jimmy FallonCM Late Night w/Jimmy Fallon	1237a-136a	F	:30	1 \$150.00 P1	0.00 NM	1	\$150.00
JIMMY FALLON	3 ,							
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 <u>09/23/12</u>	Weekdays Spots/Week	Rate \$150.00	Rating 0.00					
E 22 WAVY 09/19/12 09/19/12	<u> </u>	430-5a	W	:30	1 \$200.00 P1	0.00 NM	1	\$200.00
	WAVY News 430-5am	.00 00		.00	. 4200.001	0.00		Ψ200.00
EARLY TODAY	Maralalana - Onata Misala	Data	Detter					
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	Weekdays Spots/Week	Rate \$200.00	Rating 0.00				l	
E 23 WAVY 09/18/12 09/18/12	WAVY Early Today New©M	430-5a	- T	:30	1 \$200.00 P1	0.00 NM	1	\$200.00
FARLY TODAY	WAVY News 430-5am							
EARLY TODAY Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/17/12 09/23/12	- T 1	\$200.00	0.00				İ	
E 24 WAVY 09/22/12 09/22/12		6a-7a	S-	:30	1 \$500.00 P1	0.00 NM	1	\$500.00
SATURDAY EARLY AM NE	WAVY News 10 Sa 6a							
Start Date End Date	Weekdays Spots/Week	Rate	Rating				l	
Week: 09/17/12 09/23/12	S- 1	\$500.00	0.00					
E 25 WAVY 09/22/12 09/22/12		7a-8a	S-	:30	1 \$800.00 P1	0.00 NM	1	\$800.00
SATURDAY AM NEWS	WAVY News 10 Sa 7a							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/17/12 09/23/12	S- 1	\$800.00	0.00		4 0-00	0.00		^- 25 -:
E 26 WAVY 09/22/12 09/22/12	СМ	6p-630p	S-	:30	1 \$500.00 P1	0.00 NM	1	\$500.00

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Totals

\$18,950.00

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Flight Dates: 09/18/12 - 09/24/12 Estimate: 1561

Ln Ch St	art End	Inventory Code		Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
•		WAVY News 10 S WAVY News 10	•								-
SATURDAY	6PM NEWS	WAVE News 10	Sat op								
Start Da	-	Weekdays	Spots/Week	Rate	Rating						
Week: 09/17/12	09/23/12	S-	1	\$500.00	0.00						
E 27 WAVY 09/2	22/12 09/22/12	Sa 7-8p	СМ	7p-8p	S-	- :30	1	\$300.00 P2	0.00 NM	1	\$300.00
ENTERTAIN		Sa 7-8p									
	MENT THIS WI		0	Data	Detie						
Start Da Week: 09/17/1		<u>Weekdays</u> S-	Spots/Week	Rate \$300.00	Rating 0.00						
		Description	Start	End Time		Weekdays	Ler	ngth Rate	Rtg Type		
	7/12-09/23/12		7p-8			Sa-			0.00 NM		
See MG	27.2							, ,			
[Program	m Change]										
		WAVY News 10 @	Noon 12p-	1p		W	-	:30 \$300.00	0.00 NM		
MG for ∶ Malanta											
[Makego											
E 28 WAVY 09/2	23/12 09/23/12	WAVY News 10 S	•	6a-7a		S :30	1	\$500.00 P1	0.00 NM	1	\$500.00
SUNDAY FA	RLY AM NEWS	WAVY News 10	Sunday 6a								
Start Da		Weekdays	Spots/Week	Rate	Rating						
Week: 09/17/12		S	1	\$500.00	0.00						
E 29 WAVY 09/2	23/12 09/23/12	WAVY News 10 S	Sunday@M	7a-8a	2	S :30	1	\$800.00 P1	0.00 NM	1	\$800.00
		WAVY News 10	Sunday 7a								
SUNDAY AN	_										
Start Da	_	<u>Weekdays</u> S	Spots/Week	Rate	Rating						
Week: 09/17/12		~	1	\$800.00	0.00	2 22		^	0.00.104		
E30 WAVY 09/2	23/12 09/23/12	WAVY News 10 S	•	6p-7p		S :30	1	\$500.00 P1	0.00 NM	1	\$500.00
SUNDAY 6P	M NEWS	WAVI News IU	Surrop								
Start Da	_	Weekdays	Spots/Week	Rate	Rating						
Week: 09/17/12		S	1	\$500.00	0.00						
E31 WAVY 09/2	23/12 09/23/12	Su 12a-1a	СМ	12a-1a	5	S :30	1	\$150.00 P1	0.00 NM	1	\$150.00
		Su 12-1a									
BROTHERS											
Start Da		<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/17/12	2 09/23/12	S	1	\$150.00	0.00						